

"Love Finds Andy Hardy" Surprise Picture of Year. Breaking Records Everywhere

# CANADIAN MOVING PICTURE DIGEST

RAY LEWIS  
Editor and Publisher

Vol. 30, No. 16

TORONTO 2, CANADA

August 6th, 1938

Love  
Finds  
Andy  
Hardy  
and  
Andy  
Hardy  
Finds  
S. R. O.  
Everywhere!

PUBLISHED BY  
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2



# The LION'S ROAR EXTRA!

This issue of "The Lion's Roar" is dedicated to "LOVE FINDS ANDY HARDY" Because it's not only the answer to every exhibitor's prayer, but also just what the doctor ordered.

A rare combination



9000 showmen got this autographed photo FREE (Write M-G-M if you didn't)

★ ★ ★ ★ ★

## IT'S A SMASH AT THE BOX-OFFICE!

Good news from everywhere. Los Angeles Day & Date engagement at Chinese and State biggest at both theatres since "Test Pilot" with extra performance necessary at each one to handle crowds. Capitol, N. Y. beats "Three Comrades" and held for 2nd Week.

Week-end openings in 27 key cities (mostly rainy!) all doing from 125% to 160% of normal business, including Waterbury, Reading, Wilmington, Worcester, Houston, Atlanta, Richmond, Harrisburg, New Orleans, Kansas City, Hartford, Providence.

As we go to press 13 single bill situations doing sensational business!

And how those HARDYS are growing! Wait 'till you compare the business of "LOVE FINDS ANDY HARDY" with "Judge Hardy's Children." More than double at Hartford, St. Louis, Philadelphia, Atlanta, Houston, Nashville and beating "Captains Courageous" in 13 of the first 27 key city engagements

Small town business absolutely phenomenal! For instance at random, Tom's River, N. J. beats "Test Pilot," "Rosalie," "Double Wedding," "Saratoga" and "Maytime." In York, Pa.; Hazelton, Pa., Stroudsburg, Pa.; Beach Haven, N. J. and other small towns it leads four out of those five comparative Big Ones!

Just the beginning! Get on the bandwagon and ride right up to the bank!

"Today's white-haired boy"



## MICKEY ROONEY FOR PRESIDENT!

What this country needs is a bigger budget of belly-laughs. When Mickey's name appears in an ad, when his generous grin expands on the screen the public chuckles in anticipation. M-G-M has built another solid box-office draw for you, another Star added to your wealth of M-G-M Stars!

★ ★ ★ ★ ★

## FINE TALK!

"LOVE FINDS ANDY HARDY" is first rate."—BOX-OFFICE. "The picture has what it takes."—M. P. DAILY. "Has everything that an 'A' picture should have."—M. P. HERALD. "Will take its place alongside anything to come out of Hollywood this season."—DAILY VARIETY "Tops in this series. Terrific appeal."—HOLLYWOOD REPORTER. "For every type of audience, sparkling comedy, warm human emotion."—FILM DAILY "Finest of the series."—SHOWMEN'S TRADE REVIEW. "Rates high bracket allocation."—VARIETY. "As welcome as the sunshine."—N.Y. DAILY NEWS. "More genuine entertainment than many super-specials."—JOURNAL-AMERICAN. "Drop whatever you are doing and rush to see it."—WORLD-TELEGRAM "Sheer joy. Deservedly popular series."—SUN. "Friendly, likeable show."—TIMES. "Best of the series. Exceedingly entertaining."—HERALD-TRIBUNE



## UP GOES YOUR AD-BUDGET!

(Many exhibitors are running the above ad after opening. A smart change of scheduling that keeps business hot for a hold-over!)



## "ROLL UP THE SLEEVES BOYS!"

Showmen are doing their stuff. It's a pleasure to promote. For money, honey! Six national manufacturers selling Judy Garland apparel. Thousands of dollars spent in clothing trade journals to acquaint stores with window and newspaper cooperative tie-ups.

Judy Garland sings two hit songs by Gordon and Revel, published by Leo Feist, Inc., for music promotion via radio, bands, etc. Use the sheet music. Electrical transcription free to radio stations.

"HARDY CLUBS" being formed everywhere. Sponsored by local newspaper, radio station, theatre. Promoting youthful recreation and better understanding between children and parents. Schools, Y.M.C.A. and Y.W.C.A. cooperating, developing into a big nationwide promotion for the Hardy series.

Appeal of picture to newspaper-reading home folks makes press cooperation, contests, etc., welcome.

Actual Hardy Families entertained by local hotel with newspaper tie-in; introduced on radio; interviewed by press; invited to performance.

A million ideas in the press-sheet. Get it!



Here are the Stars of Metro-Goldwyn-Mayer leading the Parade of Hits starting now, and coming in happy months ahead!

Above is front cover of a 4-page herald to help you start new season business pick-up with a bang!

Write to THE LION'S ROAR, 1540 Broadway, N. Y. C. for a free sample or for prices, stating quantity desired.

"LOVE FINDS ANDY HARDY" is just one of the Big Ones.

But the slogan of the herald tells the whole M-G-M story...

"Happy Days Are Here Again!"

Leo



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Editor and Publisher

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## CHARGED WITH MONOPOLY



ANYONE who had a knowledge of Motion Pictures, and could view impartially film developments, disputes and the maladjustments between the traders, might have expected that the charge of monopoly would be made.

It is not the first time the Industry has been charged with monopoly, and that individuals and companies have been named. Up to date both individuals and companies have escaped everything but the expense of huge legal fees,

and production to narrowed markets, watching adverse legislation in various countries, that the business of adjusting the differences between exhibitors and producer - distributors has been stalled along.

London press headline, "Roosevelt Makes War On Hollywood". The story relates that the U.S. Department of Justice has branded the £400,000,000 industry as a monopoly and requested that the courts assist in restoring free film enterprise in open competition.

All the major companies have been named and most of the film executives. The alleged charge is that the film companies acquire chains of cinemas and independently - owned theatres making it impossible for independent picture

NLT RAYDIGEST

LONDON 1025 30

OSCAR DEUTSCH ARRANGING COME CANADA BUILDING BRITISH CHAIN THEATRES PART OF EMPIREWIDE CIRCUIT LINKING UP WITH OVER TWO HUNDRED ODEON THEATRES GREAT BRITAIN STOP NEW THEATRE CHAIN WILL BE IN POSITION TO RELIEVE SITUATION THREATENING EXTINCTION OF INDEPENDENT EXHIBITORS AND WILL MAKE SELLING OF PICTURES IN CANADA MORE EQUITABLE AND COMPETITIVE.

RAY LEWIS

and some other money expenses so familiar to you all, that it is not necessary that they should be named.

There is a difference between the other times and this time, because Times have changed. The people and the Governments are in the mood for cleaning up someone, or some condition.

The power of labour has strengthened through unity of the various departments of film-making; and the voice of labour does not speak from a soap box today, but from a seat in Congress and a seat in the House of Commons. In fact, there are sufficient seats to make the necessary quorum in the House to force a vote.

The leaders of our Industry have been so busy salvaging the business of films, reorganizing within the Industry, directing sales policy

producers to market their products and preventing picture patrons from seeing the films which they desire.

You will agree with us, in considering the nature of the various complaints which we have heard within the Industry and in the trade and news press, that if this is the charge, it is somewhat naive; and if it is naive it is intentionally so, not to frighten those who will become involved as to the nature of the real charges as these may be presented when the courts begin to function.

There is no doubt in our minds, that the contract as between exhibitors and distributors, will have to be one which is acceptable to the majority, and not the minority of buyers of film.

(Continued on Page 7)



# RAW



RAY LEWIS

# PRESENTS

**L**ONDON is now in the midst of a period of revivals. Among the list we read "The Barretts of Wimpole Street" — of course, Norma Shearer is always welcome; Korda's superlative film, "Henry VIII", and a United Artists Robert Donat winner, "The Count of Monte Cristo"; plus London Films' "The Ghost Goes West", and Howard Hughes' production of "Hell's Angels".

*This latter picture blazed a platinum trail for the lovely Jean Harlow, who played the feminine lead.*

Bebe Daniels and Ben Lyon have an interesting story in the *Glasgow Express*, written by Colin Neil MacKay, who in an interview reveals that Jean Harlow was given her chance just at the time when the producer-director, Howard Hughes, and the cast were feeling like the first part of the title, and far from *Angelic*.

Despite the fact that millions had been expended on the picture, it looked as if it would never be finished, for it was just completed when talkies came in, and the star, Greta Neissen, could not speak sufficiently good English.

Jean Harlow was selected from an atmospheric background of dancers, on the Mack Sennett lot, and came through her test for the lead, after several stars had been tried out in the lead and found miscast.

**T**HE picture heralded not only a new star, but did a little scintillating for Howard Hughes, whose flying scenes were enough to put any picture over. Howard Hughes is front page news to-day, having smashed the Wiley Post flying record, with a round-the-world flight of three days, nineteen hours and sixteen minutes.

"Hell's Angels", tied-up with all the front page Howard Hughes' world-flying records, should be a real revival for the box-office, the latter which has been making it rather hot for exhibitors these past two months, over here.

"Scarface", also produced by Howard Hughes, and which was released in 1932, in which Paul Muni contributed a portrait from the *Rogues Gallery*, is listed among the re-issues.

Reading in the *Edinburgh Express*, while I was in that city of history, of the sudden death of Jack Dunn, I recall a reception given in his honour about a year ago, at the Royal York Hotel, Toronto. Jack Dunn was going to Hollywood for Universal.

*He was playing Toronto, that is if I may be permitted to use this term in connection with a skating artist, for that is what Jack Dunn was, and one of the best.*

*Too bad, that as his big chance came, after months of weary waiting, for it has been a long time since that party in Toronto, and Jack's screen career, Death claims a personal appearance from him. Death who is no respecter of age, of youth, of wealth, of power. Death, the Sower and the Reaper, and Life the Granary in which is stored the Harvest of those who Have Been for those to come, and those who live on.*

**A**MONG the revivalists that I neglected to mention previously, is "Dr. Jekyll and Mr. Hyde", in which Fredric March did such excellent work as the Doctor, and Miriam Hopkins played an unforgettable part, from which success she carried on to greater heights of fame.

The Show of Shows in Scotland is the Glasgow Exhibition where recently the 5,000,000th visitor was clocked. And in Edinburgh, Sir James Barrie's stage success, "Marigold" gave the visitors and natives a chance of seeing picture-making. A unit from British Picture Corporation Studios, which included two noted Scottish actresses, Sophie Stewart, sister of Henderson Stewart, East Fife M.P., and Miss Elliot Mason, arrived in Edinburgh. These players were in the original stage cast.

Lee Tracy replaces Raymond Massey, August 30th, as Harry Van, in "Idiot's Delight", the latter play which is at the Apollo, London. Raymond Massey leaves for New York to star in the Robert Sherwood new play, "Abe Lincoln In Illinois".

**Y**OU remember the Lee Tracy Mexican incident, which resulted in a separation as between Tracy and M-G-M. Since that time Tracy "was under contract to Paramount", but we saw too little of him upon the screen and his appearances were "few and far between".

Hal Roach is to produce his comedies shorter, so I understand. Roach begins his program with four Laurel and Hardy comedies which will not

(Continued on Page 7)

Shirley Temple Still Packing Them In. "Little Miss Broadway", \$23,000, Fox, Detroit



## Merryl Lea In London

INTERESTING development concerning an agreement as between Metro-Goldwyn-Mayer and Gaumont-British is the topic of discussion here in London. Reports appeared in the Daily press to the effect that Gaumont-British pictures were to be distributed in England by M-G-M and that M-G-M's British product was to be handled by the G-B exchanges in United States. However, official reports are that General Film Distributors, who have been distributing Gaumont-British and Gainsborough pictures will continue to do so, with the exception of three pictures. The first, "The Lady Vanishes", produced by Alfred Hitchcock at Gainsborough Studios; the last of the G-B Jessie Matthews pictures, unproduced as yet; and one Will Hay film, the last which he will make under his present contract which calls for three films more.

At present Metro is producing A. J. Cronin's "The Citadel". I visited the Denham Studios recently, where this production is being filmed, starring Rosalind Russell and Robert Donat. This is the second of M-G-M's films produced in England, the first being "A Yank at Oxford". Recent additions to the cast of "The Citadel", which is being directed by King Vidor, are Ralph Richardson, who played in "The Amazing Dr. Clitterhouse" for Warner's, and Rex Harrison who is now playing in "French Without Tears" at the Criterion. Victor Saville is the producer, this being his first production for M-G-M in that capacity.

### HOWARD PLANS FOUR PRODUCTIONS

LESLIE HOWARD, who is at present completing exterior London scenes for the Gabriel Pascal production of Bernard Shaw's "Pygmalion", in which he both starred with Wendy Hiller, Wilfred Lawson and Marie Lohr, and co-directed with Anthony Asquith, will enter the production field.

Mr. Howard plans to produce four pictures at the Pinewood Studios, his first film will be based on the life of a newspaperman. Diana Wynyard will probably co-star. Molver's story "Madeira" may be Mr. Howard's second production.

### GEOFFREY TOYE AND "THE MIKADO"

"THE MIKADO", long-heralded Gilbert and Sullivan opera, is under production at the Pinewood Studios. Mr. Geoffrey Toye is the producer, and Mr. Victor Schertzinger is directing this initial Gilbert and Sullivan.

In an interview with Mr. Toye at Pinewood Studios, I learned how thoroughly familiar he is with these operas and how well qualified to produce "The Mikado". For four years after the War, Mr. Toye conducted revivals of these favourite operas — and has been artistic advisor to Mr. Rupert D'Oyly Carte for many years.

"This is the first attempt to make film audiences not only look, but listen at the same time," said Mr. Toye. "We brought over the very finest and best recording machines specially for this picture from Hollywood. The instrument which recorded "100 Men And A Girl" has been loaned to us by Universal.

"The picture will take less than an hour and a half. We have eliminated the scenes which are static — there is movement all the way through. The sets which are being shot in Technicolor are fantastic and beautiful.

They were designed by Marcel Vertes, and are fashioned after the conception which Gilbert and Sullivan had of Japan — and at that time their ideas of that country were rather vague."

The cast includes Kenny Baker (who last appeared in "Goldwyn Follies"), John Barclay, Martyn Green, Sydney Granville, Gregory Stroud, Jean Colin, Elizabeth Paynter, Kathleen Naylor, and Constance Willis.

The costumes, which are particularly beautiful, were designed by Mr. Vertes, and to one who is particularly keen about the "Mikado" opera, (it's everybody's favourite if you judge by the number of times it is performed all over the world), fascinating. The color is under the direction of Natalie Kalmus, and the make-up is under the supervision of Ernest Westmore of Hollywood.

This week, one of the principal scenes, that of the King's Palace, is being shot, with a cast of three hundred, including the D'Oyly Carte Opera Company, in front of the camera.

It is interesting to note that Mr. Geoffrey Toye was instrumental in the importation of American stars to perform at Covent Gardens, among whom was Grace Moore.

General Film Distributors are the United Kingdom distributors, but arrangements for Canadian distribution have as yet not been made. This is a picture that will be a "natural" — children, parents and grandparents, in fact everybody knows "The Mikado".

### LONDON ROUNDABOUT

WITH "Snow White and the Seven Dwarfs" in its twenty-first week at the New Gallery Theatre, London — and with smashed records at the opening of this film at Aberdeen and Dublin — it looks as if the super success of this film is no longer news . . . However, RKO has another box-office pleasure in "Having Wonderful Time". This picture was trade-shown at the Cambridge recently, and seemed to keep even the extremely jaded audience present, very much amused . . . Twentieth-Century's "Little Miss Broadway" was trade-shown at the Century Theatre. It has the usual Shirley Temple appeal . . . Alfred Hitchcock arrived from Hollywood, and was greeted by Charles Laughton, whom he is to direct in "Jamaica Inn" . . . Understand Pinebrooke Productions contemplate producing a film based on the current success, "Me and My Girl" now playing at the Victoria Palace, and in which Lupino Lane, Teddie St. Denis and George Graves are currently appearing. The very popular "Lambeth Walk" is a feature of this musical comedy, which has been playing for more than a year in London . . . Columbia's Katharine Hepburn, Cary Grant hit, "Holiday", is being released under a new title in the United Kingdom, "Unconventional Linda". It will be trade-shown to-morrow night at the Piccadilly Theatre . . . This evening "White Banners", First National picture, is to be shown at the Piccadilly. This picture, which stars Claude Rains, with Fay Bainter, Bonita Granville, and Jackie Cooper, is the adaptation of Lloyd Douglas' best seller of the same name . . . The British films to be shown at the Venice Film Festival this August will include "The Drum" and "Pygmalion" . . . Box-office receipts here have been decidedly improved of late—in fact, am told that the exhibitors have really not felt the depression that is customary at this time of the year.

**"Amazing Dr. Clitterhouse" \$25,000, 2nd Week, Strand, N.Y. Holds**



## Digest Reviews and Previews

★★★ Excellent    ★★ Very Good    ★ Good    • Fair or Poor

★ ★ ★

### "MOTHER CAREY'S CHICKENS"

RKO RADIO



"JAY L"

IF you did well with "Little Women", then this picture will make your box-office sing a merry tune, for it contains the same down-to-earth homely comedy and human interest the former picture held.

Fay Bainter, rapidly becoming the No. 1 character actress on the screen to-day exceeds even her fine work in "White Banners", in the role of the mother of Ruby Keeler, Anne Shirley, Donnie Dunagan and Jackie Moran, and the wife — later widow — of Ralph Morgan. Anne Shirley as the impressionable daughter, who imagines herself in love with James Ellison, the latter who weds her sister, gives one of her finest performances. It was a considerable surprise to see tap-dancer Ruby Keeler as a country belle of years ago, but there is nothing to complain about in her characterization. Young Jackie Moran, a newcomer, to us at least, will give you many laughs as the typical youngster, who was just the same in the days of the Spanish-American War, which is the time of the story, as he is to-day. Others in the cast include Walter Brennan, Frank Albertson, Virginia Weidler, Phyllis Kennedy, Alma Kruger and Margaret Hamilton.

When Ralph Morgan is killed in the War, Fay Bainter rents a ramshackle Colonial mansion, and with the aid of her family, and spending all their savings, fixes the home up into a truly magnificent boarding house. When the house is sold by the owners, as the lease permitted, the Careys are once more threatened with being homeless wanderers. However, the son of the owner, calling to tell the Careys of the sale, falls in love with Anne Shirley, and together the family make Margaret Hamilton and Harvey Clark, the new owners, believe the place to be haunted, whereupon they promptly tear up the bill-of-sale, leaving the Careys with their hard-won homestead.

You won't find any smart, sophisticated comedy in "Mother Carey's Chickens", but you will find much to laugh at, and if you're the type, plenty to cry at. Altogether it is good clean entertainment, and in small communities particularly, will find a hearty response.

★ ★ ×

### "SHOPWORN ANGEL"

METRO-GOLDWYN-MAYER

THIS picture was made once previously as a talkie, in 1929, and starred Gary Cooper, Nancy Carroll and Paul Lukas. If you played it then, you'll remember it made plenty of money, and this second edition should do even better.

Margaret Sullavan, fresh from her spectacular success in "Three Comrades" is a perfect choice for the Broadway dancer who marries the American doughboy the night his boat sails for France. As for Jimmy Stewart, there isn't anyone more suited for the role of

the Texan cowboy turned soldier, who falls for the Broadway doll. The third principal, the sophisticated Broadway agent, also in love with the dancer, and enjoying her love in return, is played by Walter Pidgeon, Saint John, N.B.'s gift to the Silver Screen.

The story is a simple one, that can be told briefly. Jimmy Stewart, in camp outside New York waiting for the call to France, meets Margaret Sullavan by accident and immediately falls in love with her. His shy advances are suffered by the girl, despite the jealous objections of her real heart interest, Walter Pidgeon. Learning that he is to leave that night for France, Jimmy breaks camp A.W.O.L., and begs Margaret to marry him. She consults with Pidgeon, who at first won't hear of it, but later allows himself to be convinced that the idea is okay. The boy goes to the front, happy in the vision of the wife he left behind him. He is killed in battle, leaving Margaret and Walter to face the future together.

The performance of the whole cast is excellent, with Miss Sullavan and Stewart outstanding. The only other role of importance besides the principals, is that of Hattie McDaniel who portrays Miss Sullavan's colored maid. Others in the cast include Sam Levene, Alan Curtis, Nat Pendleton and Charles D. Brown.

The direction of H. C. Potter is first rate.

★ ★

### "PROFESSOR BEWARE"

PARAMOUNT

THIS is the first picture Harold Lloyd has made in several years, but apparently his fans have not forgotten him, for there were plenty on hand to roar at his antics, when we caught the picture last week. Personally we found the picture very funny in parts, and not so funny as those sitting around us did, in many other spots. The scenes where Lloyd entices a mob to chase him struck our funny bone several times, especially when he smears a house-painter's brush all over his sandwich. However, the tunnel scenes on the train, etc., left us cold.

Harold Lloyd is still the same Lloyd that has been seen now for many years. He has never changed his brand of comedy, for Lloyd is smart. He only makes a very few pictures, and as a result, his particular style never grows stale. He is as funny in this one, as he has ever been, and for juvenile audiences, the picture will be a "natural". Phyllis Welch as the feminine lead has a bigger part than is usual for a Lloyd comedy, and her work is excellent throughout, besides being a very personable young lady. You'll also enjoy Raymond Walburn and Lionel Stander as "gentlemen of the road", who befriend the hapless professor. Others in the cast include Thurston Hall, Leonid Kinskey, Cora Witherspoon, Sterling Holloway, Etienne Girardot, and a host of other well known names.

Directed by Elliot Nugent.

"Jay L."

"Algiers" Garners \$65,000, For 3rd Week, Radio City Music Hall



## Editorial

(Continued from Page 3)

Those sewed-up territories, whether these constitute a zone or a country, will have to open their doors, if they intend to trade, just as nations in trade and commerce have been obliged to open doors of their own country, or conquered territory, if they intend to use the markets of the world for their product.

Those who belong to a country unquestionably have a right to ask for protection from unfair competition, whether the competitor is a company which is native, and certainly when the competitor is foreign.

Sooner or later, the company which uses fear, force, or monopolistic power to eliminate individual exhibitors, or producers, from remaining in business, is going to ruin his company, for if the law of averages prevails, the underdog will one day get his chance; and the accused company, or individual, who has failed to build goodwill, will be called before the people's tribunal, and when the people shout thumbs down, off goes your head.

Keeping your head in business may mean avoiding over-expansion, the taking on of commitments, it may mean a fair trade policy; and it may mean, if you have a grab-all complex, that a pocket full of money is no good to a man who has no head on his shoulders to direct the enjoyment of that money in circulation.

Our Industry should take a day off, perhaps a week to make an inventory of complaints. It should then sit in judgment as to the justification of the complaints; and having the facts before it, it should eliminate the causes gradually, for all sudden reform causes as much abuse as the condition which has been abusive.

"Cease and Desist" voluntarily, not only in the United States but in Great Britain, in Canada, Australia, South Africa, etc., etc. Start out where the trouble is the inspiration of court action, of a Film Council or Quota legislation.



## Ray Presents

(Continued from Page 4)

run over four reels each. In a press interview, Hal Roach explains that present-day shows are much too long, two full-length features add to the running time of a night show, and eliminate the attendance of juveniles.

Since double-features appear to be here to stay, in the opinion of Mr. Roach, the producers must accommodate themselves to this policy. Incidentally, cutting the footage cuts down expense of production, and gets better results without padding, or stuffing which always goes into a seven or eight-reel feature.



### FROM CANADIAN MOUNTED POLICE TO HOLLYWOOD AND DENHAM

GUY PEARCE, responsible for makeup of Queen Victoria, Prince Albert and other characters appearing in Herbert Wilcox's new Victorian picture, "Sixty Glorious Years", is a Canadian who ran away from school to join the Mounted Police.

Guy Pearce was stationed at Sarack, Saskatchewan. Later he returned to finish his law course, but enlisted in the Flying Corps when war broke out. He received a commission, and after the war, again joined the Mounties.

He became a sergeant, but was dissatisfied with his progress and went to the United States to enter a law office.

An executive of Hollywood, noting his ability to sketch, persuaded Pearce to forget law, and induced him to become a makeup artist. Guy Pearce remained in the makeup department of M-G-M for eight years. He then went to 20th Century-Fox for two years, and finally came to Denham, where he has been in charge of makeup for three years.

Your editor asked him what particular event or incident he remembered while with our Canadian Police. He looked at her and smiled, "We always forget", he said.

Those of you who have seen Anna Neagle's makeup as "Victoria The Great" can understand that being an expert makeup man is to be an artist. Technicolor has changed all former ideas of makeup, but Guy Pearce has studied to get makeup values and again is a master in getting results.

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EVERYTHING FOR THE THEATRE FROM SHEET TO STREET





By WARD SHAFTESBURY

THE ghost of an unhappy young man casts its wispy shadow across our screen this week — sent to his death by an unreasoning insanity and a battery of camera flashes—too much spotlight! The most ghastly and cynical regret that we have ever heard expressed was that of the New York Newsreel crews that they were unable to photograph John Warde's suicide because of police prohibition of flares. Their colleagues, the newspaper snappers' complete disregard of this police order was directly responsible for the failure of the feverishly-contrived salvation-efforts. As the elaborately - contrived nets slowly moved up the hotel wall within a few feet of Warde's perch, the sudden setting off of camera flares revealed the trap to the desperate youth and he leapt to his death.

For the Newsmen it was just another story — with a probable bonus for the lucky man who snapped the lad as he fell through the air. For Warde's family and a few sensitive observers it was grim, horrible tragedy. For others — it was typical, callous New Yorkese.

I can hardly imagine another place in the world where individuals would have such a disregard for another's existence—yes, even a madman's life is worth saving—as to further his death for their advantage in the ordinary course of a day's business — for that was in essence what it was — another few seconds of patience on the part of the cameramen would have seen the youth safely trapped in the nets — but the Press couldn't wait.

"Never give a sucker an even break" is a Broadway maxim which typifies New York. To the Newsmen, Warde was a sucker out to give the boys a three-inch headline for the morning papers — give the madman a chance! — we should say not.

### INSTALL NEW EQUIPMENT

London, Ont. — Installation of complete new "last word" sound equipment has been finished for Loew's Theatre here. The new equipment is the Western Electric Mirrophonic system. F. William Boettcher, of the sound department of Loew's New York office was in London last week, to perfect and "tune up" the new equipment. Mr. Boettcher and Fred Jackson, manager of Loew's here, spent a good deal of time in testing and improving the new apparatus.

The Mirrophonic system is the result of more than two years of intensive research conducted in New York by Lester Isaacs, head of Loew's Theatres projection department, and in Hollywood by Douglas Shearer, brother of the M-G-M star, chief of the Metro-Goldwyn-Mayer sound organization.

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TORONTO MONTREAL

## Stop ! Look ! Listen !

"Snow White's" world-wide phenomenal success has inspired cartoonist Walt Disney to attempt the task of turning out a feature a year instead of one every eighteen months — in order to do this, the newly-honoured king of cartoon has bought 51 acres in San Fernando Valley for a new million dollar studio building to house all cartoon productions . . . Newest Hollywood expert is Jeff Davis, "King of the Hoboes" who just rodged (?) it to the coast where he will technically advise on Bob Burns' latest, "Arkansas Traveller" . . . Where some foreign stars will go if Hollywood grows too lukewarm is partly answered by a recent statement of Alexandre Korda that he will make four or five French films for world distribution — the pics will star Simone Simon, Fernand Gravet, Danielle Darrieux and Charles Boyer . . . Universal just received a new and more virile lease on life when C. M. Woolf's General Film Distributors loaned the company up to two million dollars in return for a year's British receipts . . . A gloomy last quarter for Columbia wiped out the previous nine months profit of 81 cents a share — general decline in Box Office attendance received the blame . . . Despite this poor showing, 20th Century-Fox showed a higher profit for the second half of the year — 1937 was going on for two millions . . . Meanwhile, across the water G-B showed a mighty handsome profit with slightly over a million dollars for the year — mostly from exhibition not production . . . Little Dolly Haas, lovely star of the now-defunct Twickenham's "Broken Blossoms" and "Spy of Napoleon" is going to star in "The Shop Around the Corner" with Ernest Lubitsch directing . . . A. P. Herbert, chief British authority on Divorce, has sold his de-mating epic "Holy Deadlock" to Warner's at Teddington . . . United Artists recently showed their confidence in Walter Wanger to the tune of a million and a half dollars to enable him to enlarge his production activities . . . Gaumont-British are re-making "Sunshine Susy" for this season's programme .

## AUGUST FEATURE RELEASE DATES

### METRO-GOLDWYN-MAYER

"Love Finds Andy Hardy".....Aug. 1  
"The Chaser" .....Aug. 8  
"The Crowd Roars" .....Aug. 15  
"Rich Man, Poor Girl" .....Aug. 22  
"Too Hot To Handle" .....Aug. 29

### RKO RADIO

"Breaking the Ice" .....Aug. 5  
"Painted Desert" .....Aug. 12  
"Smashing the Rackets" .....Aug. 19

### UNITED ARTISTS

"The Young In Heart" .....Aug. 1  
"There Goes My Heart" .....Aug. 20

### REPUBLIC

"Army Girl" .....Aug. 15  
"Timberline Cowboy" .....Aug. 22  
"Desperate Adventure" .....Aug. 27  
"Man From Music Mountain" .....Aug. 29  
"Tenth Avenue Kid" .....Aug. 31

### COLUMBIA

"The Gladiator" .....Aug. 15  
"Convicted" .....Aug. 18  
"I Am The Law" .....Aug. 25  
"The Lady Objects" .....Aug. 29  
"Phantom Gold" .....Aug. 31

### UNIVERSAL

"Little Tough Guy" .....Aug. 5  
"Prison Break" .....Aug. 15  
"Missing Guest" .....Aug. 20  
"Letter of Introduction" .....Aug. 26  
"That Certain Age" .....Aug. 27

### 20th CENTURY-FOX

"Gateway" .....Aug. 5  
"Keep Smiling" .....Aug. 12  
"Alexander's Ragtime Band" .....Aug. 19  
"Speed To Burn" .....Aug. 26

### WARNER BROTHERS

"Mr. Champ" .....Aug. 8  
"Racket Busters" .....Aug. 13  
"Boy Meets Girl" .....Aug. 27

"Mother Carey's Chickens" Dual With "Sky Giant" Excellent \$8,500, Orpheum, Denver